

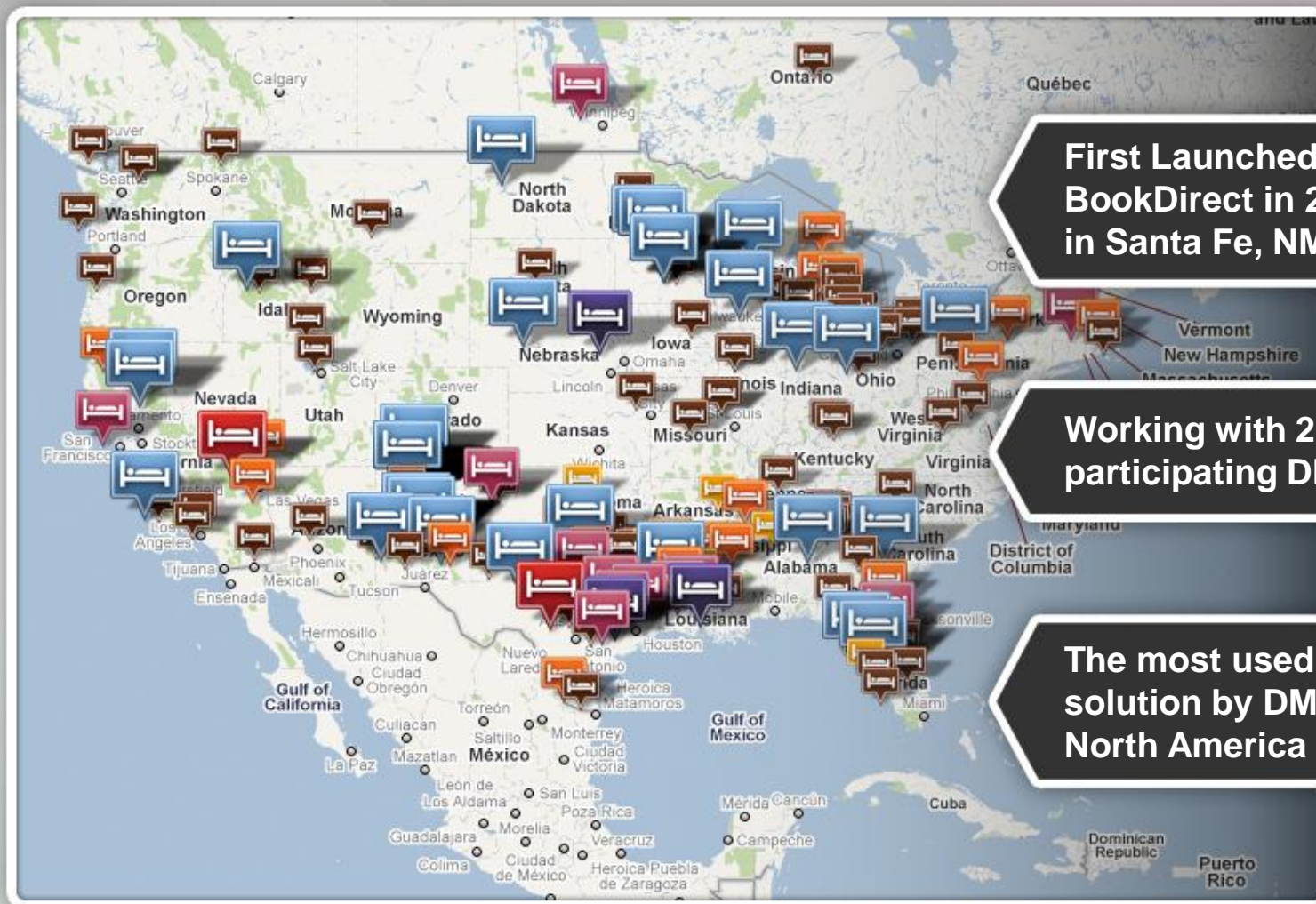
JackRabbit 

BookDirectTM 

IDAHO 
www.visitidaho.org

Turn Your Web Visits Into Real World Visitors

JackRabbit Systems



The DMO Mission

visit winnipeg

SANTA BARBARA

THE AMERICAN RIVIERA

CONFERENCE + VISITORS BUREAU + FILM COMMISSION



VISITFLORIDA.COM

New Brunswick
CANADA



NATIONAL HARBOR

VICTORIA
british columbia full of life

North Dakota
LEGENDARY



“... drive economic success and enhance the quality of life in our communities.”

Promote the long-term development and marketing of a destination, focusing on tourism marketing and service

Generate tourism dollars by driving more in-bound travel into the market

Maximize lodging and sales tax revenue, contributing to the overall health of the local economy

Why BookDirect?

Helps generate local tourism dollars by driving more in-bout travel into your market

Maximizes lodging tax revenue that contributes to state and local economies

Lower cost alternative for your lodging members versus traditional OTA lodging solutions

Provides the search engine lodging tools that travel consumers demand

★ NATIONAL  HARBOR ★



New Brunswick
CANADA

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION



VISITFLORIDA.COM

ONLY
Vegas

“In this tough economic environment, the LVCVA is constantly striving to create new ways to engage directly with the leisure and business traveler,” said Kevin Bagger, senior director of marketing for the LVCVA.

Consumers Demand Search Efficiency

Most Important Travel Website Features



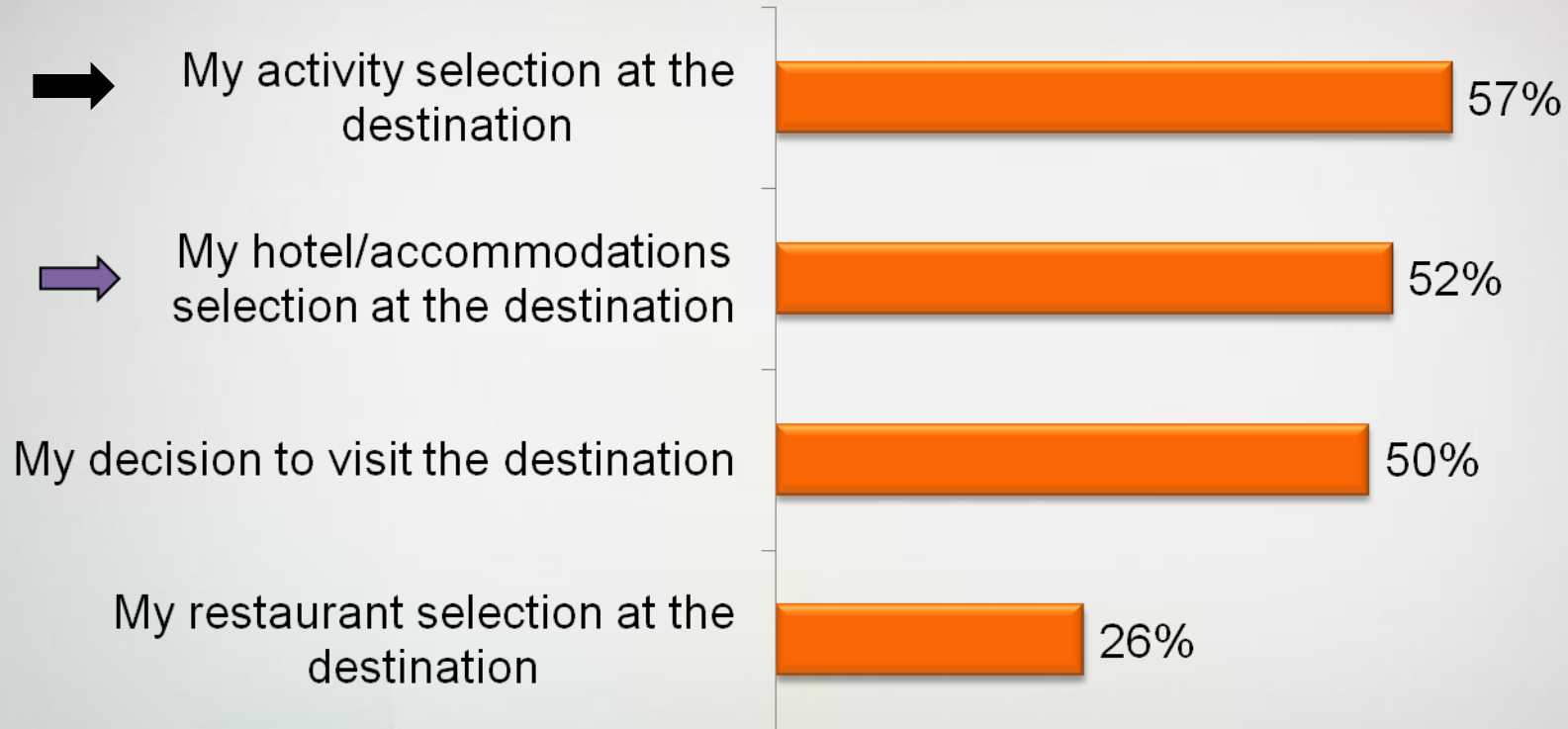
<u>Features</u>	<u>2011</u>
<i>Able to immediately check lowest rates</i>	87%
<i>Easy to use booking features</i>	74%
Photos of rooms/facilities	72%
Destination maps	66%
Ability to enter coupons for savings	65%
Scheduling activities in advance	62%

— PORTRAIT OF —
AMERICAN TRAVELERSSM

Source: Ypartnership / Harrison Group 2011 Portrait of American Travelers

Activities, Accommodations and Destination Selection Top the List

Travel decisions influenced by a destination Web site



Base: DMO users

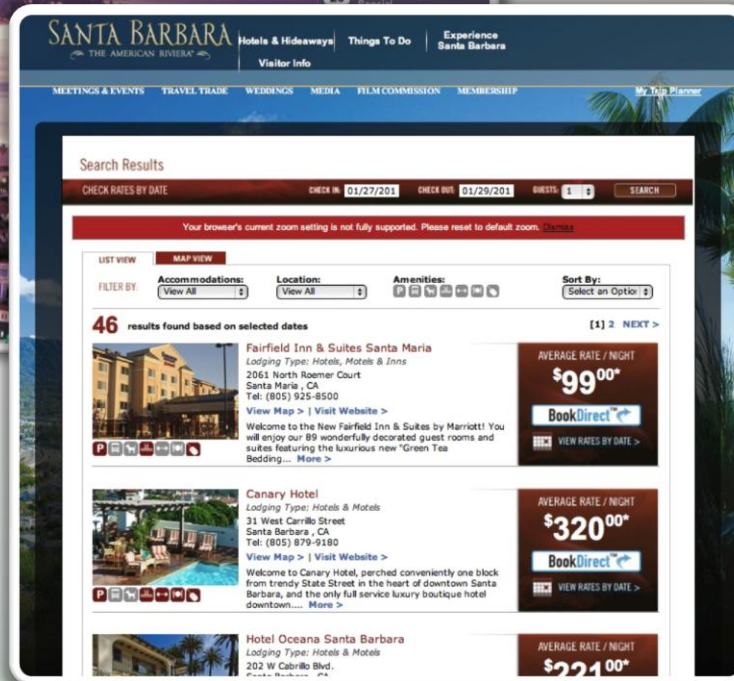
Source: *PhoCusWright's Destination Marketing: Understanding the Role and Impact of Destination Marketers*

How BookDirect™ Works

1. Enter Dates



2. View Results



3. Complete reservation on hotel website



BookDirect™ Technology

Availability
Online.com



Booking Center

CHOICE HOTELS
INTERNATIONAL

A search engine that
replaces the middleman

GENARES

IHG
InterContinental Hotels Group

iHotelier™

REZOVATION

InnLink
CENTRAL RESERVATION SERVICE

Marriott



LAQUINTA
INNS & SUITES

NetBooker™

The only global solution
100% dedicated to
driving direct
reservations

Inntopia
live your stay

rezStream™

Webervations

ROCKRESORTS®



RESORTQUEST.
WYNDHAM REWARDS

WYNDHAM REWARDS™
FORMERLY TRIPREWARDS

FOUR SEASONS
Hotels and Resorts

EXTENDEDSTAY

Interfaces with 180+
different reservation
engines with 75% of our
chain partners providing
XML feeds

Direct Inn®

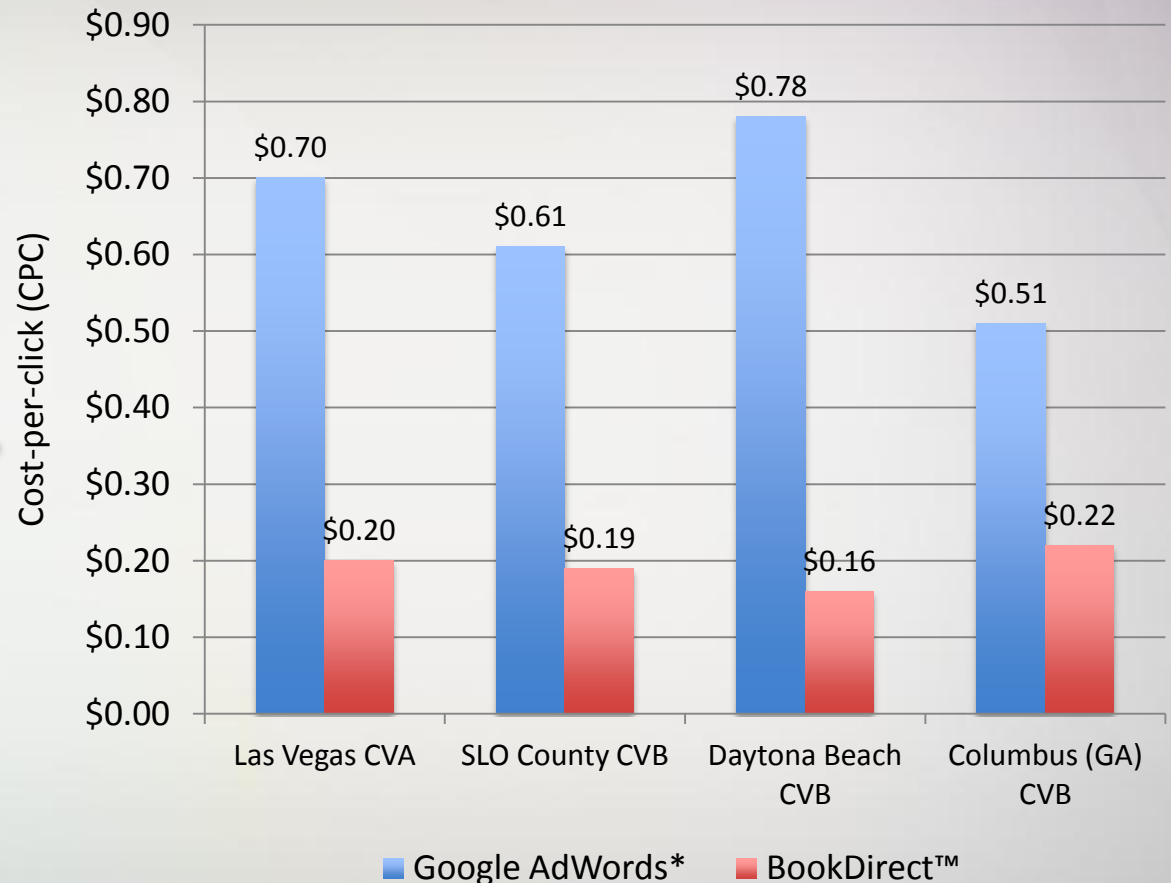
RESORT
DATA PROCESSING

PREMIER RESORTS.
where you belong

vizergy
Business Travel Experts

BookDirect™ - Most Efficient Marketing Solution for DMO Lodging Partners

Compared to traditional media (print, broadcast) and online advertising (SEM campaigns, display), BookDirect™ can generate both the highest qualified and higher quantity of leads at the lowest net effective cost-per-referral rate...driving leads direct to your lodging partners' site



□ AdWords CPC based on comparable average daily referrals at average AdWords ad position of 3.04

BookDirect™ Programs

Membership Dues

- ✓ Additional Annual Fees
- ✓ Tiered Pricing

The screenshot displays the San Luis Obispo County BookDirect website. The top navigation bar includes links for visitors, meeting planners, weddings & events, tour groups, film commission, and media. A search bar is present with the text "Search the Site". The main content area features a large image of a coastal landscape with the text "Golf" and "to San Luis Obispo County". Below this, there is a section titled "Search Results" showing a list of hotels with their names, descriptions, and prices. The hotels listed are Quality Suites San Luis Obispo (\$139.00), BEST WESTERN Royal Oak Hotel (\$109.99), Dolphin Bay Resort and Spa (\$348.00), and FogCatcher Inn (\$118.15). Each hotel listing includes a small image, a brief description, and a "Book Direct" button. The bottom of the page features a promotional banner for "JANUARY 2012 EXPERIENCE RESTAURANT MONTH" with "3 COURSES - \$30 - 30 DAYS" and a section titled "DO YOU FLY SLO?" with a link to "Interested in a direct SAN LUIS OBISPO ↔ DENVER service?".

visitors meeting planners weddings & events San Luis Obispo County tour groups film commission media

53° Partly Cloudy Search the Site

Check-In: 02/05/2012 Location: Select a Location
Check-Out: 02/06/2012 Category: Select a Category
Search Hotels

JackRabbit Find A Hotel

JANUARY 2012 EXPERIENCE RESTAURANT MONTH
3 COURSES - \$30 - 30 DAYS

DO YOU FLY SLO?
Interested in a direct
SAN LUIS OBISPO ↔ DENVER service?

Search Results

All Lodging San Luis Obispo Check-In: 02/05/2012 Check-Out: 02/06/2012
Search

List View Map View 202 results found Previous 1 2 3 Next

Name Sort Amenities Search Price Sort

Quality Suites San Luis Obispo \$139.00
This Mediterranean-style all-suite hotel is one mile from California Polytechnic State University (Cal Poly) the Mission and the downtown area. The hotel is near popular attractions like Lopez Lake Morro Bay and Pismo Beach. Hearst Castle is 35 miles away. Each suite includes complimentary high-speed Internet access.
1631 Monterey Street
San Luis Obispo, CA
(800) 944-7490
More Info Map It

BEST WESTERN Royal Oak Hotel \$109.99
Overlooking beautiful mountains and fields near Highway 101 the Best Western Royal Oak Hotel is conveniently located a mile from downtown San Luis Obispo 3 - 12 miles from vineyards and 9 miles from Pismo Beach. Cal Poly is just two miles away.
214 Madonna Road
San Luis Obispo, CA
More Info Map It

Dolphin Bay Resort and Spa \$348.00
Set on the bluffs above the beautiful coastline of Central California, Dolphin Bay blends comfort, service and style to create a luxurious haven for those who appreciate the very best. Offering not mere rooms, but suites, Dolphin Bay is truly the place that luxury calls home.
2727 Shell Beach Road
Pismo Beach, CA
More Info Map It

FogCatcher Inn \$118.15
Located just footsteps from Cambria's beautiful Moonstone Beach, the FogCatcher Inn has an Old English feel with contemporary conveniences. With its rounded thatched-style roof, flower-lined brick paths and fireplace in every room, FogCatcher Inn is the perfect romantic getaway.
6400 Moonstone Beach Drive
Cambria, CA
More Info Map It

San Luis Obispo County CVB

BookDirect™ Advertising Programs

- ✓ Annual pricing
- ✓ Pay-per-click (PPC) advertising

Cape Point Hotel

476 Main St Rte 28 • West Yarmouth, MA
Tel: 1-800-323-9505 or (508) 778-1500

[Book It Now](#)



[Special Offers](#) | [Read Reviews](#) | [About Us](#)

The Cape Point offers 116 spacious rooms, each with a hairdryer, safe, refrigerator, Wi-Fi, and more. Open 7 days a week, offering outstanding breakfast and favorite cocktail, and is open weekend. Cape Point also has a Fitness Center on premises. Follow Route 6 to Exit 7. Turn left onto Route 28. Turn left onto Route 28.



seacrestbeachhotel.com
350 QUAKER RD.
N. FALMOUTH, MA 025
508-540-9400

Cape Cod Chamber of
Commerce

View Rates By Date

results found based on selected dates



Cape Point Hotel

Hotels, Motels, Resorts

476 Main St Rte 28
Yarmouth, MA
Tel: (508) 778-1500 / Toll-free: (877) 810-4305

CHECK-IN
02/06/2012

CHECK-OUT
02/07/2012

BookDirect™

Search with these dates >

< PREVIOUS

January 2012

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
N/A	N/A	N/A	N/A	N/A	N/A	N/A
8	9	10	11	12	13	14
N/A	N/A	N/A	N/A	N/A	N/A	N/A
15	16	17	18	19	20	21
N/A	N/A	N/A	N/A	N/A	N/A	N/A
22	23	24	25	26	27	28
N/A	N/A	N/A	N/A	N/A	N/A	N/A
29	30	31	1	2	3	4
N/A	N/A	N/A	\$64.00	\$64.00	\$69.00	\$69.00
5	6	7	8	9	10	11
\$64.00	\$64.00	\$64.00	\$64.00	\$64.00	\$69.00	\$69.00

February 2012

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
N/A	N/A	N/A	\$64.00	\$64.00	\$69.00	\$69.00
5	6	7	8	9	10	11
\$64.00	\$64.00	\$64.00	\$64.00	\$64.00	\$69.00	\$69.00
12	13	14	15	16	17	18
\$64.00	\$64.00	\$64.00	\$64.00	\$64.00	\$94.00	\$94.00
19	20	21	22	23	24	25
\$94.00	\$89.00	\$89.00	\$89.00	\$89.00	\$94.00	\$94.00
26	27	28	29	1	2	3
\$64.00	\$64.00	\$64.00	\$64.00	\$64.00	\$89.00	\$89.00
4	5	6	7	8	9	10
\$64.00	\$64.00	\$64.00	\$64.00	\$64.00	\$79.00	\$79.00

*Prices in US Dollars (USD). Prices reflect lowest average nightly rates. We make every attempt to get accurate prices, however, prices are not guaranteed. N/A = Not Available.

AVERAGE RATE / NIGHT

\$64⁰⁰*

BookDirect™



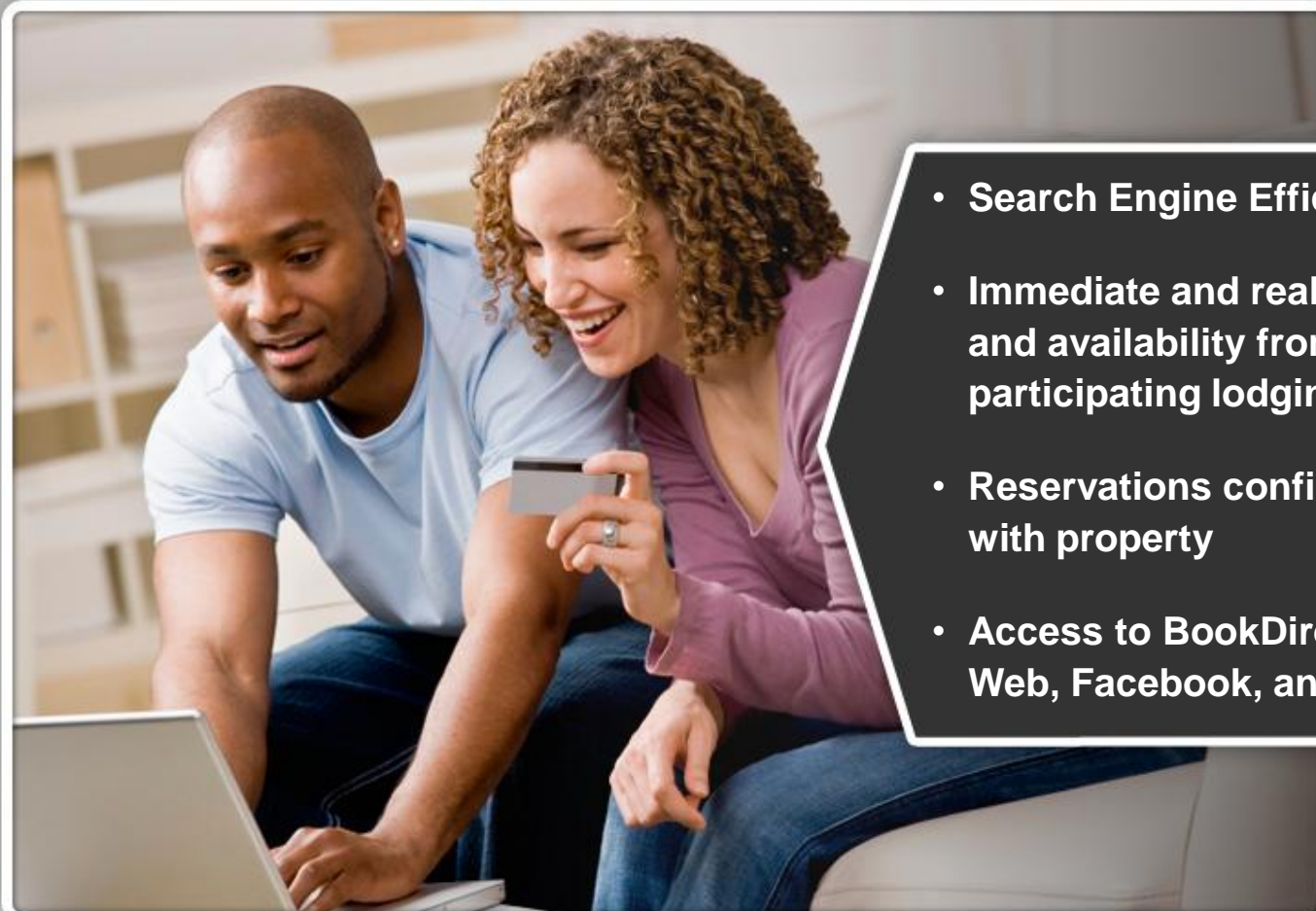
VIEW RATES BY DATE >

BookDirect™ Co-op Marketing Programs



- ✓ Display advertising promoting entire destination
- ✓ Embedded lodging widget exclusive to co-op partners

The Best Consumer Solution



- **Search Engine Efficiency**
- **Immediate and real-time rates and availability from every participating lodging property**
- **Reservations confirmed directly with property**
- **Access to BookDirect™ on the Web, Facebook, and Mobile**

The Best Lodging Solution



- **Lower-Cost Distribution** – Saves your lodging members thousands in annual lodging fees to OTA's
- **Higher NET Rev-par** – Lower cost translates into higher margins and higher rev-par
- **No Inventory Management** – Eliminates the need to manage inventory for separate distribution channels
- **“Ownership” of Customer** – Transaction occurs at property level, so user data is collected by the booked property

The Best DMO Solution



- **More Relevance** – Empowers DMO with state of the art lodging search technology in an increasingly competitive travel space
- **Increased Market Revenue** – Helps drives tourism spending and maximizes local sales and lodging tax revenue
- **Higher Margins for Members** – Low/No-cost solution for your lodging members yield higher NET revenue
- **Total Member Coverage** – Allows for 100% participation from all lodging categories within the market

Thank You!